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The Desperate State of Libel Insurance • A Lively London Book Fair
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Publishers Weekly

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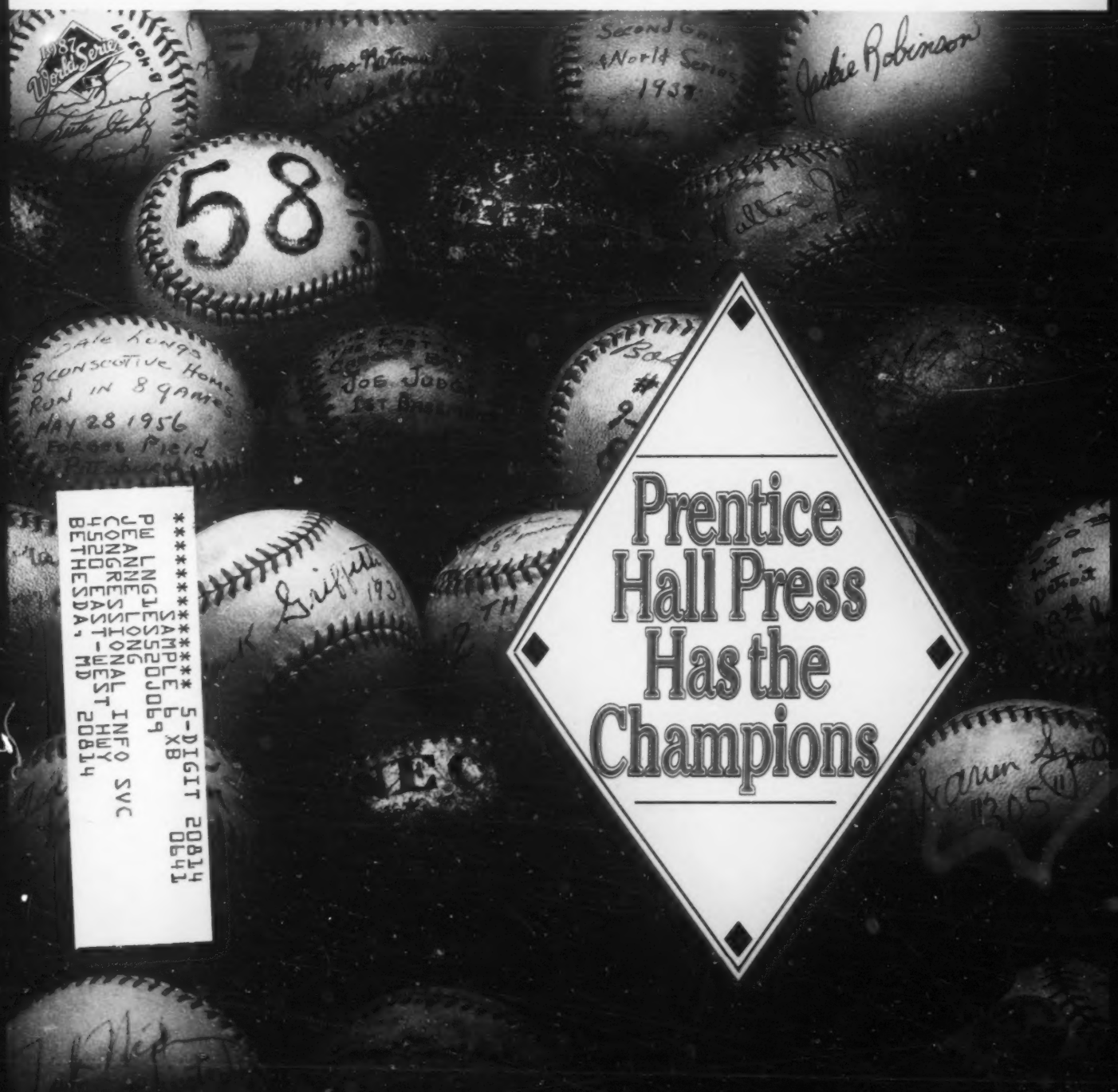

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Prentice

The winning lineup for fall begins with *The Baseball Hall of Fame 50th Anniversary Book*, a lush gift compilation of more than 400 photographs, with text by such renowned sportswriters as Roger Kahn, Roy Blount, George Vecsey and others.

But that's not all.

There's *Manhattan Architecture*, a big treasure trove of best buildings from the team who brought the stylish (and top-selling) *Manhattan* to booksellers.

And CBS Sports broadcaster Tommy Heinsohn's tale of professional basketball as it's really played.

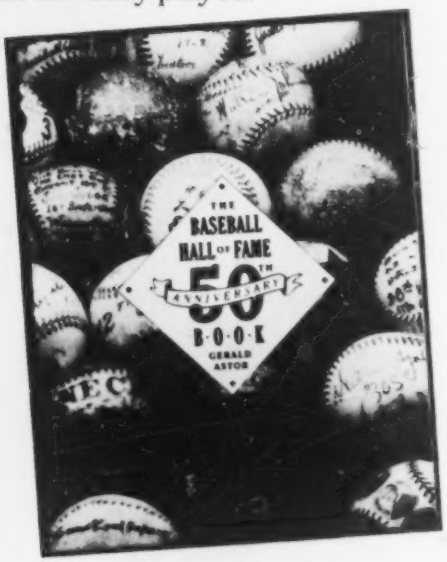
And even the 25th anniversary edition of Bel Kaufman's classic bestseller *Up the Down Staircase*—as funny and on-target today as it was when it was published for the first time and proceeded to sell 400,000 copies in cloth and close to a half-million in paper.

That's for starters.

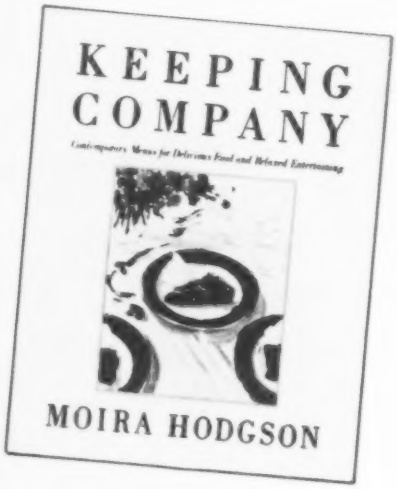
Let us tell you more.

Please come to the Prentice Hall booth #4478-4485 at the ABA convention in Anaheim, May 28–31.

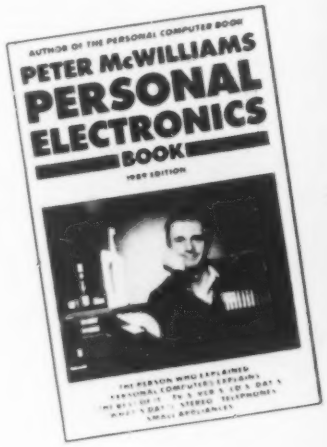
It's where your championship season begins.



THE BASEBALL HALL OF FAME
50th ANNIVERSARY BOOK
by The National Baseball Hall
of Fame and Gerald Astor
0-13-056573-3, $40.00.
September • National advertising



KEEPING COMPANY: Contemporary Menus for Delicious Food
and Relaxed Entertaining
by Moira Hodgson
0-13-046814-2, $29.95. October
Author tour • National advertising



PETER McWILLIAMS' PERSONAL
ELECTRONICS BOOK 1989
by Peter McWilliams
0-13-661877-4, $10.95 paper.
October • Author tour • National
advertising

Cover photo from *The Baseball Hall of Fame 50th Anniversary Book* © 1988

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Hachette to Buy Grolier for $450 Million

In a deal valued at about $450 million, Grolier has agreed to be acquired by Hachette after France's largest communications company sweetened its first bid of $21 per share to $24.25 (News of the Week, Mar. 25).

"The combination of Hachette, which is the leading encyclopedia publisher in Europe, and Grolier will result in a company with the necessary critical mass to be a world-wide leader in this industry," said Jean-Claude Lattès, vice-president and director of Hachette's worldwide book publishing business.

Last year Hachette had sales of $3 billion; Grolier's were $424 million.

Hachette has agreed to sell Grolier's Childcraft Education Corporation, which sells educational toys through direct mail, to the Walt Disney Company for approximately $52 million. The divestment, which does not fit Hachette's core business, according to a spokesperson, led to rumors at the Bologna fair that Hachette would sell off the children's books operation of Franklin Watts, a subsidiary of Grolier. But the Hachette spokesperson said no further divestments were now planned.

Andrew J. Reinhart, Grolier's president and COO, said, "Hachette and Grolier together make a good match, and we are pleased that Hachette has told us that Grolier will continue as presently constituted. We look forward to working with them."

AAP Sales Report for February

Category	% change, February	% change, YTD
Adult hardcover	11.3	-7.4
Adult paperback	2.8	10.4
Juvenile hardcover	12.8	20.6
Juvenile paperback	38.4	48.4
Univ. Pr. hardcover	11.2	11.3
Univ. Pr. paperback	11.1	13.7
Bibles, etc.	15.4	4.1
Mass market paperback	11.8	10.4
Book club	-17.3	-2.6
Mail order	-10.4	-9.4
Sci-tech	11.7	12.7
College texts	6.7	9.1
School texts	16.0	10.7

Waldenbooks Tests Three-Step Markdowns for Remainders

In a move aimed at making its remainder bookselling more efficient and profitable, Waldenbooks has begun a program to sell promotional and bargain books on a markdown basis.

Under the six- to 12-month test, the nearly 1100 Walden store managers will be able to order titles from a catalogue appearing every other month or from a "quick pick" list that will appear more frequently. Between 75 and 125 titles will be available from the two catalogues at any time. Categories include adult fiction and nonfiction, children's books and art books. Most titles will be hardcovers. All of Walden's remainder titles will be sold through this system. The books will be nonreturnable.

Once in the store, the books will be discounted at a rate the company has not disclosed. If after 60 days the book has not been sold, it will be reduced further. After another 30 days, it will be reduced again. The sticker on each bargain book will clearly show the series of markdowns.

Executives at remainder companies contacted by *PW* had positive reactions to the plan. The one who spoke for attribution, Richard DePass, president of Publishers Marketing Enterprises, called the implementation of the program "an extremely good step. It's a healthy way for a chain to handle remainders."

He noted, for example, that store managers "can buy titles of regional interest."

In discussing the reasons for the change in procedure, Susan Arnold, a public relations coordinator at Walden, stated that besides giving store managers "a choice," the program would address the problems of "increasing freight costs and store labor" associated with returning unsold remainder books. —JOHN MUTTER

CCC to Issue $1 Million In Royalties

Approximately $1 million in royalty fees will be disbursed by the Copyright Clearance Center to more than 400 participating publishers. The distribution—the single largest in CCC's history—will complete payment for all copying reported by users of CCC's transactional reporting service during 1981, 1982 and the first half of 1983.

"This distribution of royalties signifies increasing compliance with U.S. copyright law," said W. Bradford Wiley, chairman of CCC's board and chairman also of John Wiley. "More and more corporations and others recognize the ease with which they can protect the intellectual property of copyright owners through their use of CCC's services."

Partial distributions against collections had been made earlier for 1981 and 1982. The majority of publishers to be paid have previously granted authorization for CCC to use monies collected to cover developmental and operating expenses. Authors share in the royalties in accordance with their individual agreements with publishers.

McGraw-Hill Gets Book Unit From Macmillan

McGraw-Hill, enhancing its list of science and professional titles, has acquired the scientific and technical book unit of Macmillan's college division. Financial terms were not disclosed.

Joseph L. Dionne, president and chief executive officer of McGraw-Hill, said, "This acquisition fits in with our strategic thrust to develop McGraw-Hill's global scientific and technical publishing capabilities." According to the company, the books will be incorporated into McGraw-Hill's college, professional and international group and marketed domestically and internationally.

The book unit acquisition includes more than 200 electrical engineering, computer science and life science titles directed toward upper-level university, graduate and professional markets. The titles acquired in the engineering and computer science fields include optics and mainframe IBM software engineering. In the scientific field, titles include biotechnology, genetics, ecology, chemistry, biochemistry, plant pathology and agriculture.